

Streamline Home Buying With Text For Confidence In Purchasing Decisions



With large sums involved, there's a lot riding on first impressions

Most buyers on the lookout for property tend to allow being contacted by real-estate agents to broaden their search for properties on the market. Your first exchanges with prospective buyers are the most important stepping stone to a lasting relationship with them.

Further down, interactions and back-and-forth intensify in persistence and necessity. These need to be responded to swiftly to help buyers close faster on properties being eyed at by others. Buyers themselves may also be talking to several other estate agents from other firms. And yet, as an agent, you'll need to juggle and engage multiple buyers simultaneously with time-sensitive alerts and responses that have reliable delivery.

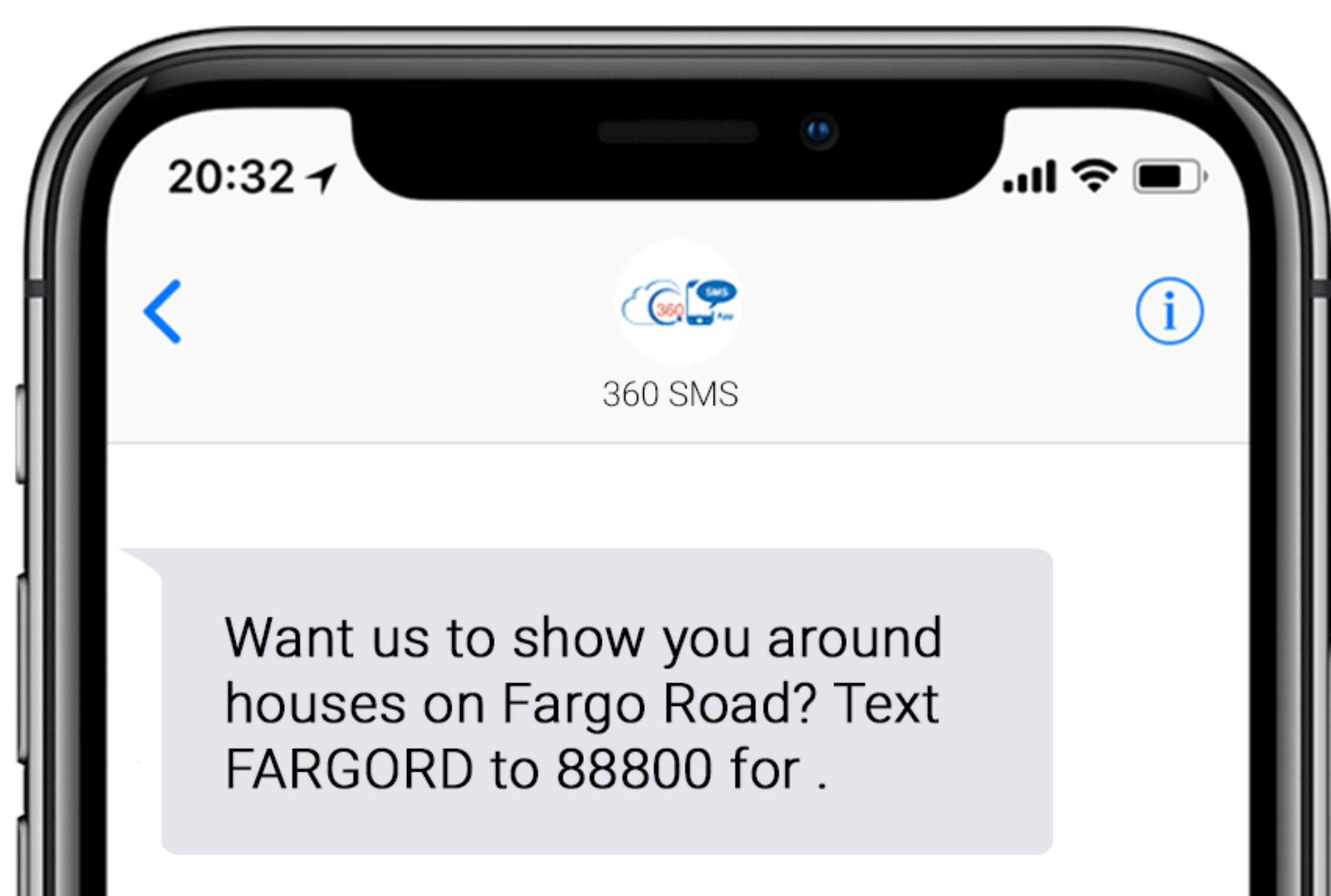
Nothing comes close to personalized texting automation when it comes to addressing these communication needs and guiding buyers, especially those looking to buy their first home, through stages of what could be their life's biggest purchase.

Automate basic responses to spend more time prospecting

Speaking of property listings, with multiple buyers often showing interest, one thing agents don't want to do is enumerate property details verbally to every buyer. There are courtesies, and then there are inefficiencies - and most buyers can empathize with, even appreciate, being sent details of a listing over text owing to faster, more accurate responses.

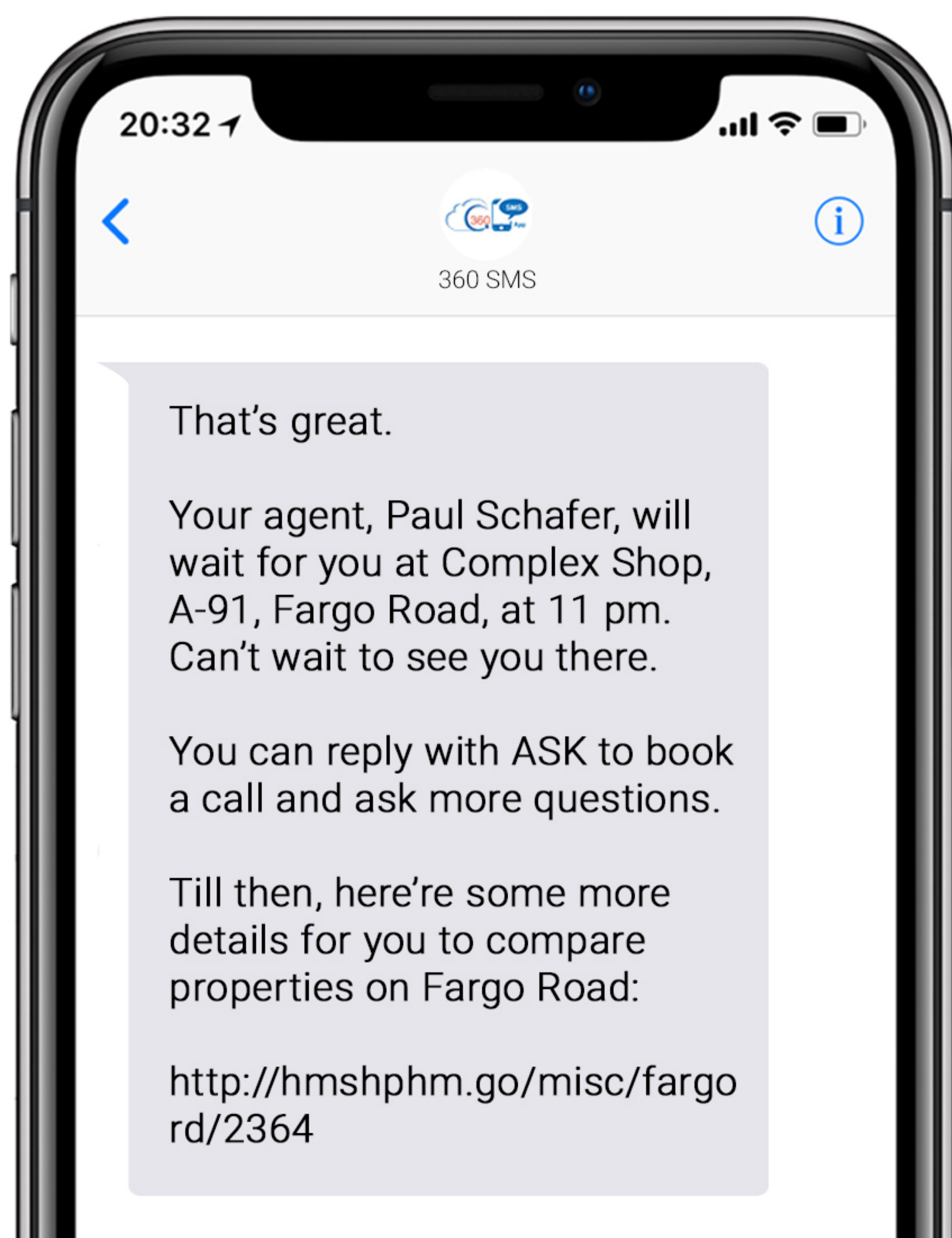
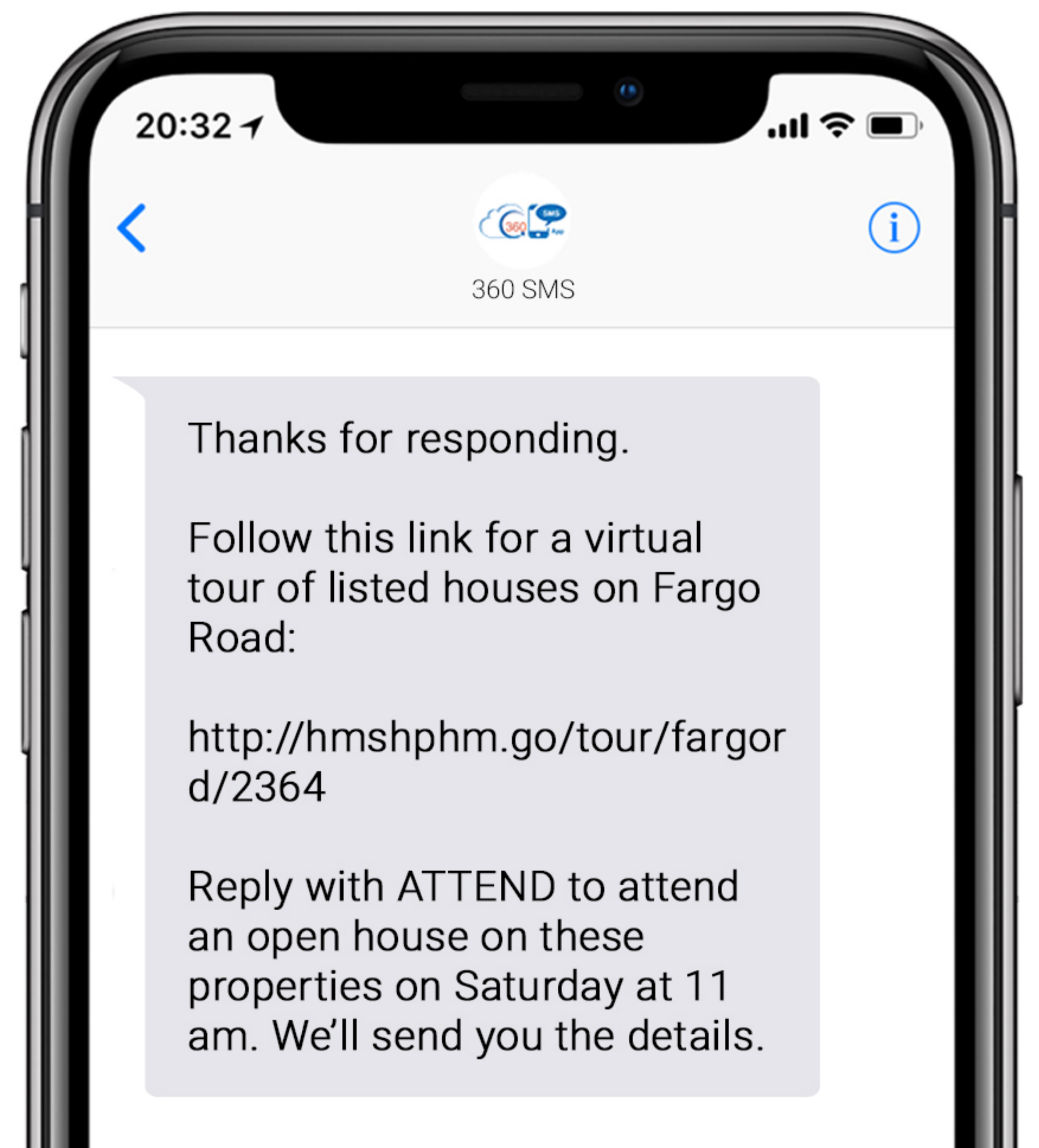
With 360 SMS, you could automate more basic responses to allocate more time to high-value, revenue-generating activities, like prospecting.

Here, we show you the ropes of expediting responses to basic questions without losing that personal touch.



Invite buyers interested in properties in your territory.

On receiving the keyword FARGORD, 360 SMS triggers an automated response personalized to the scenario of receiving that specific keyword.



Receiving 'ATTEND' as confirmation can launch a predetermined action to send over traceable, shortened hyperlinks to gauge interest.

Links to additional information can also help cut back on inquiries at the time of the site visit.

With homebuying being such an involved process, you're sure to stand out from your local peers and win lots of points with buyers by saving them time with prompt SMS responses. Automation also lets you profile and respond more frequently, projecting an active interest in a buyer's aspirations and building confidence in your abilities. This strengthens relationships and significantly increases the likelihood of you being recommended to others by buyers, bringing more business your way.

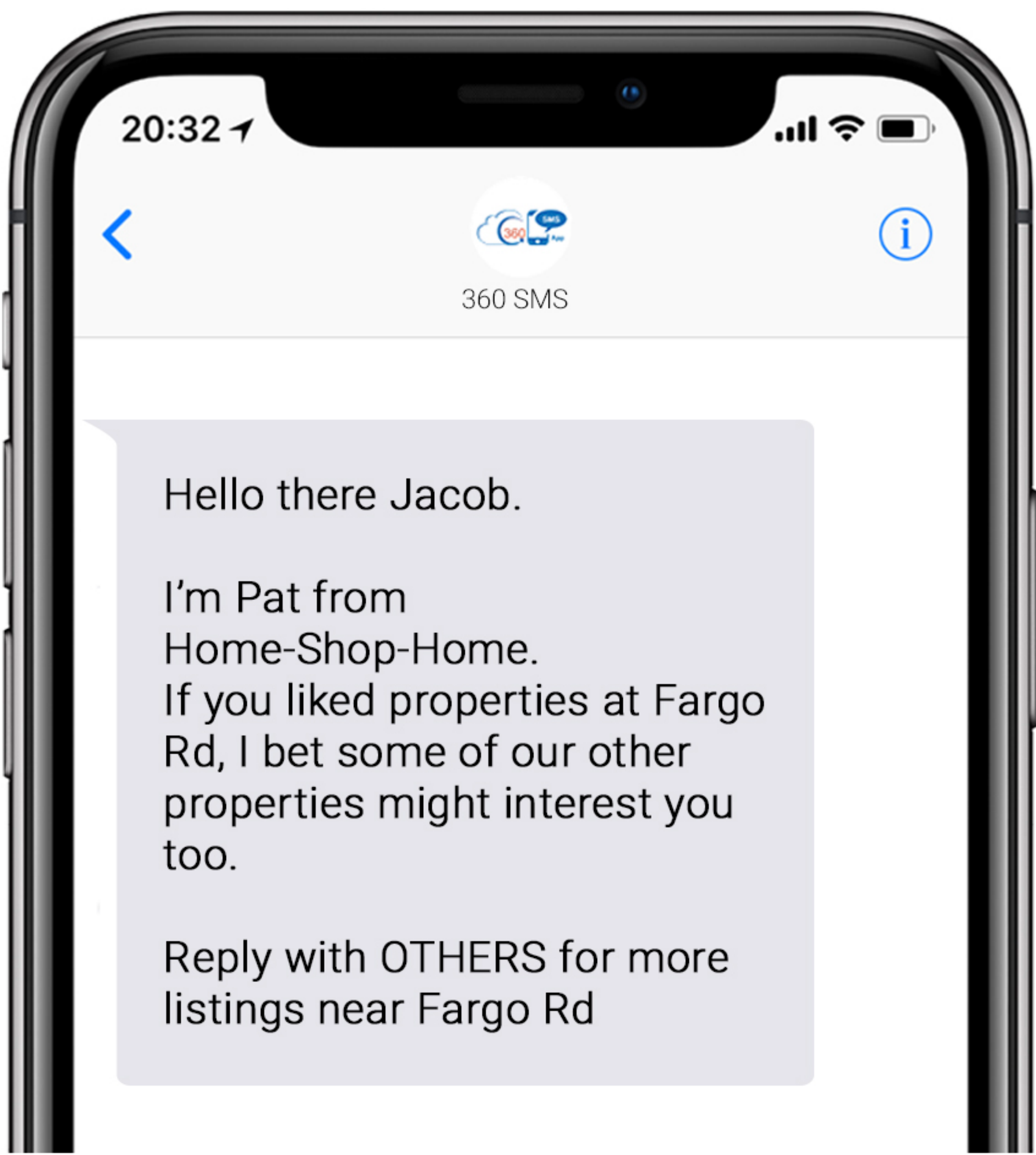
Cultivate buyer personas to narrow down the search

Ideally, as an agent or real estate establishment, your bottom line is to close more house sales, faster. That means getting down hard information on the buyer that would influence final purchase decisions, such as financing options, as well as an understanding of the buyer’s long-term plans and aspirations to suggest what’s best for them.

Having these profile details on-hand, early on, lets you look at your listings through their lens or make suggestions later when more options open up.

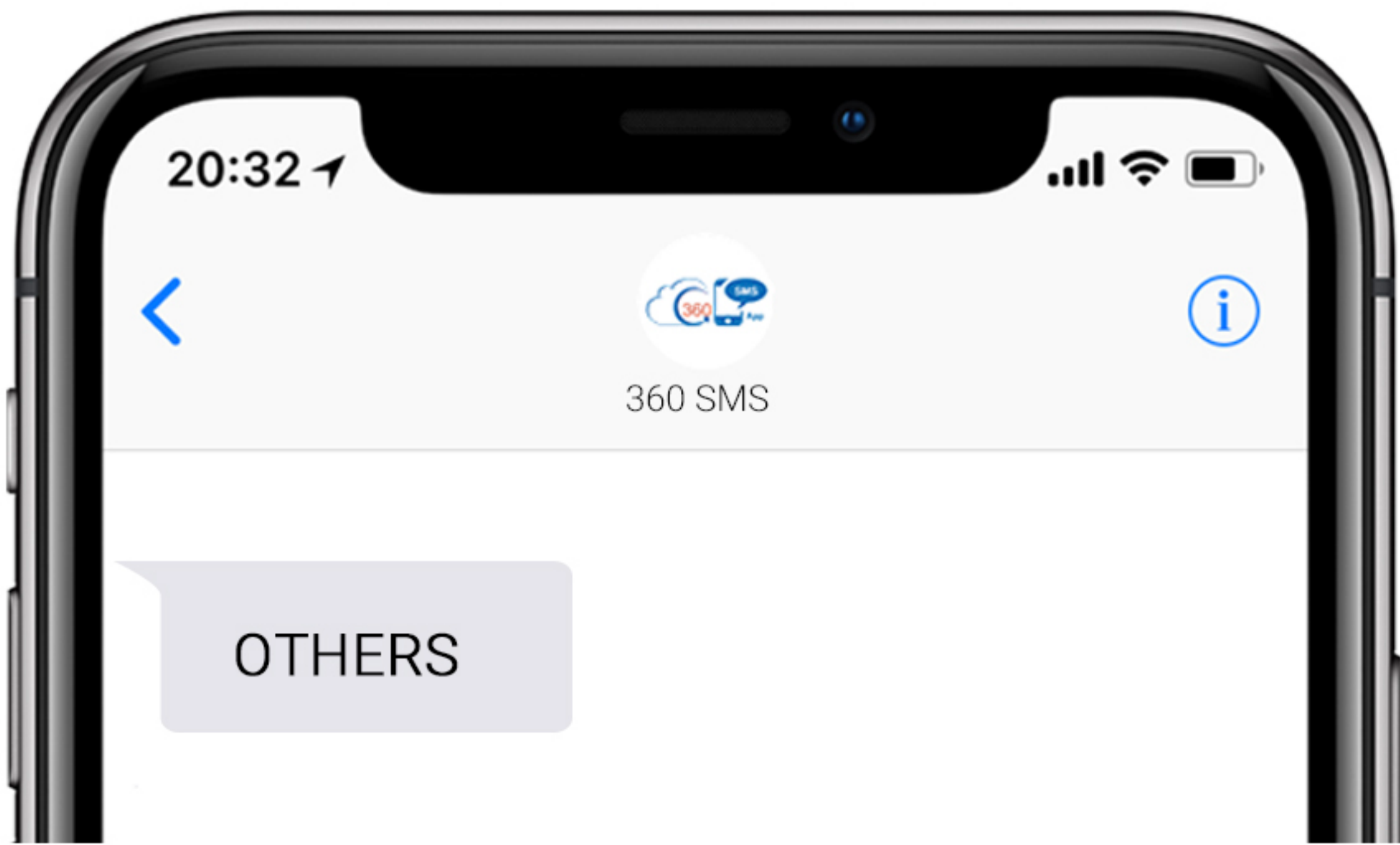
In 360 SMS, you’d do this through a dynamic questionnaire with the types of questions asked next in a sequence depending on responses to previous questions. You could store responses in a Salesforce backend to push relevant, profile-matched updates like listings automatically to accelerate property search.

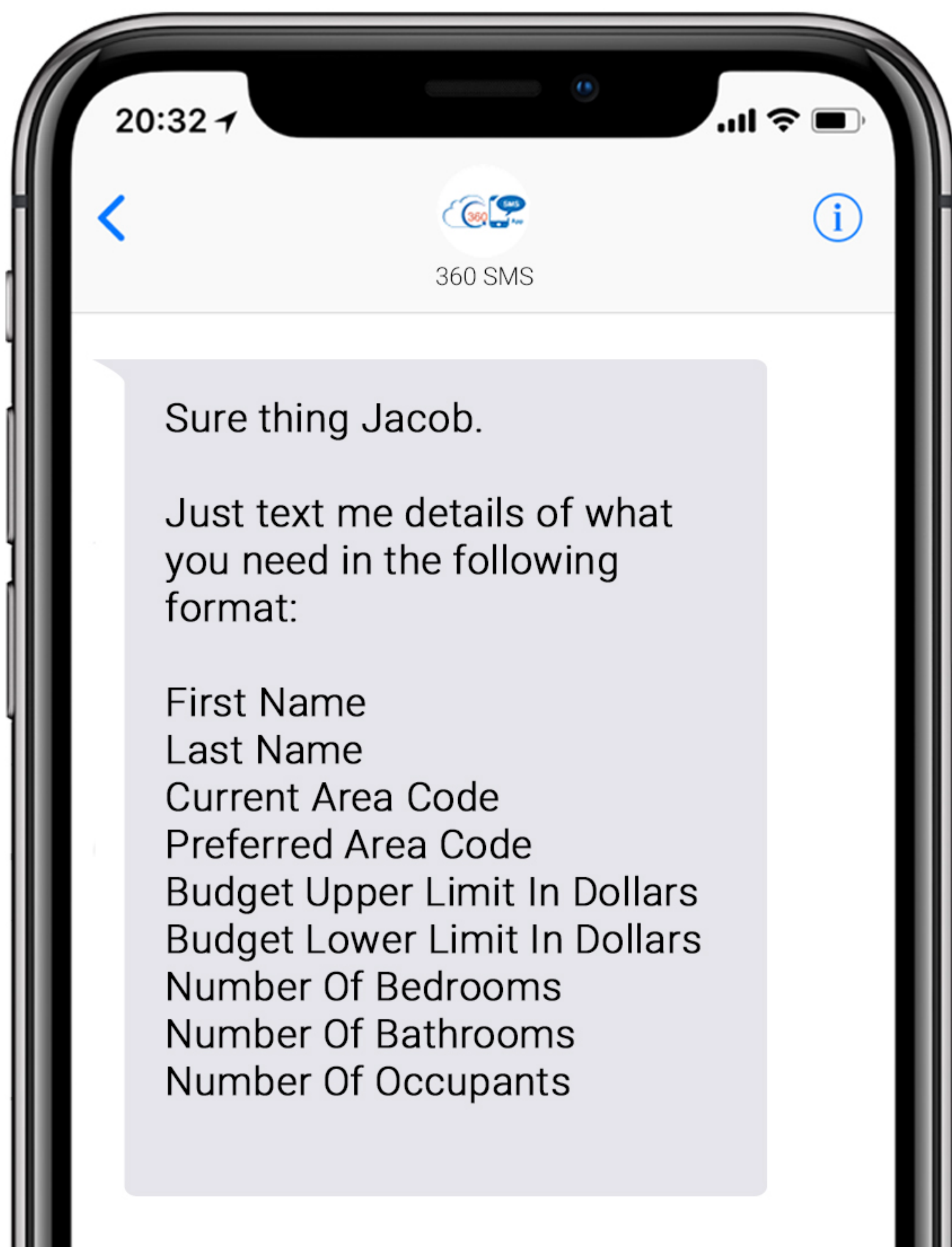
To kick things off, you could ask interested buyers in a locality to text you their first names with a publicly advertised keyword on your website banner or newspaper, etc.



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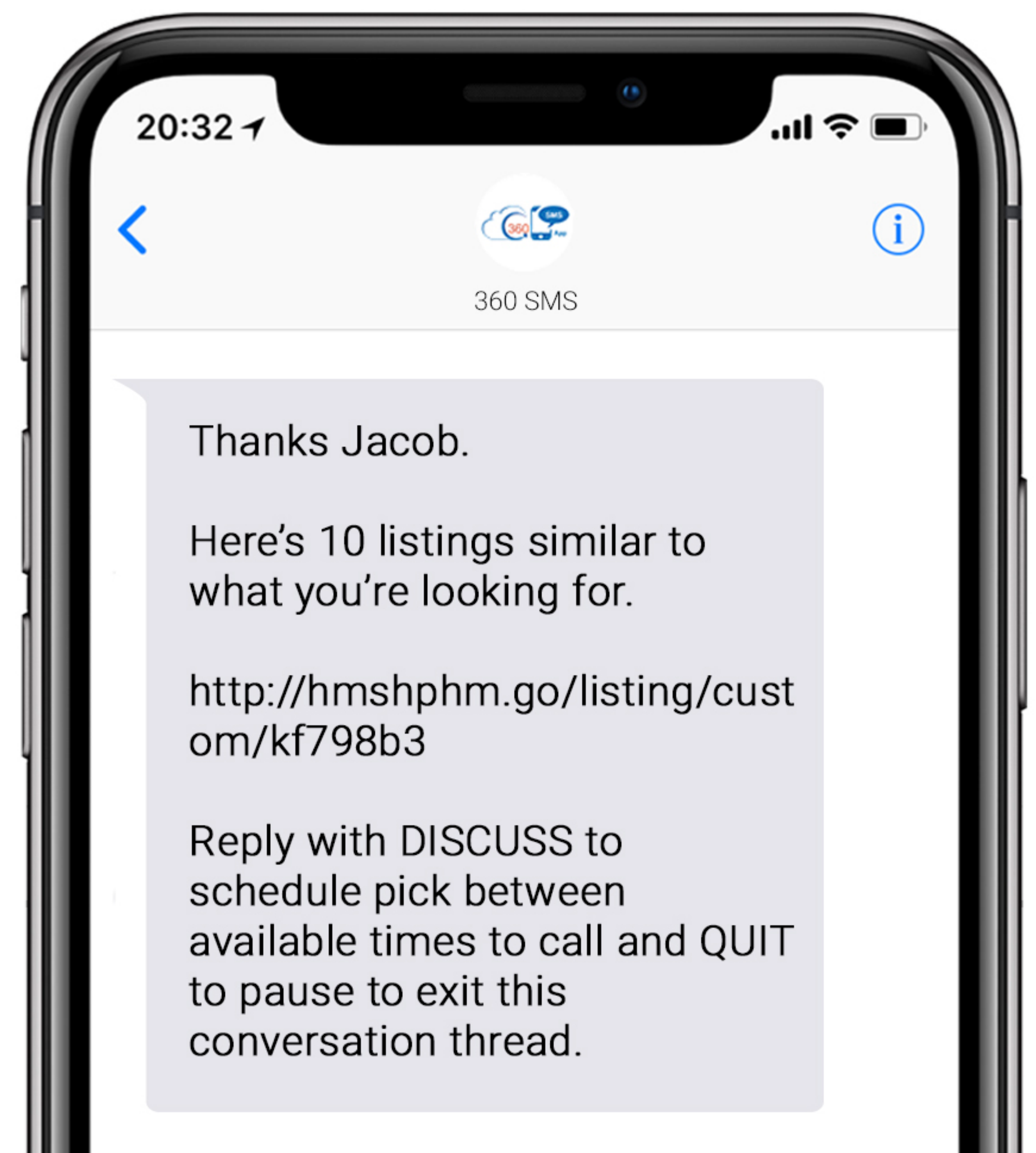
Prospects can reply at their own pace without the annoyance of a long-drawn conversation with a sales representative about home-buying.





Ask your customers for all the information you need to get started in one shot without frustrating them with back-and-forths.

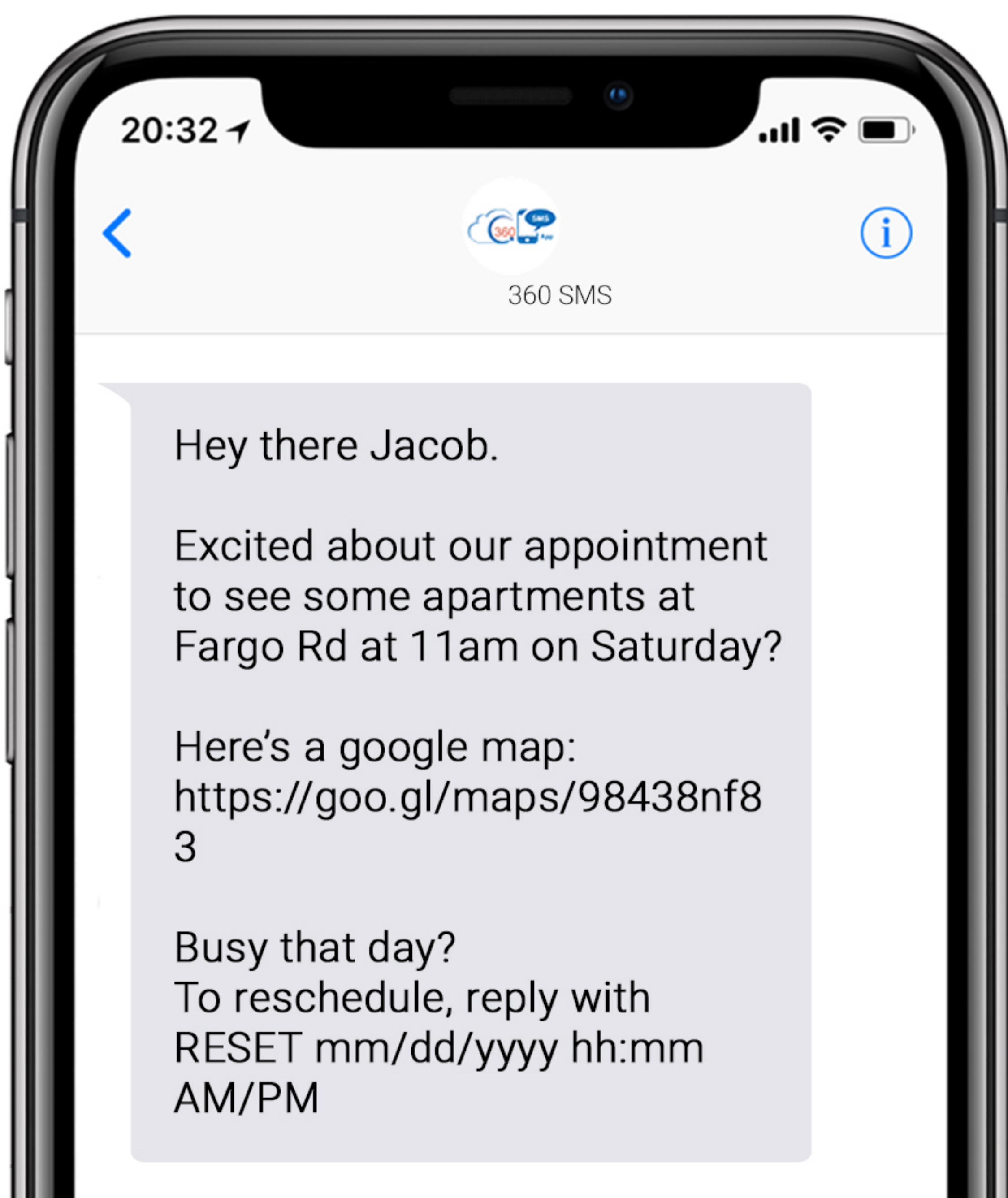
Your prompt, personalized response to the buyer's request for listings projects an active interest in their home-buying needs and inspires trust in your abilities as an agent.



Schedule-Reschedule Meetups With SMS & Do More

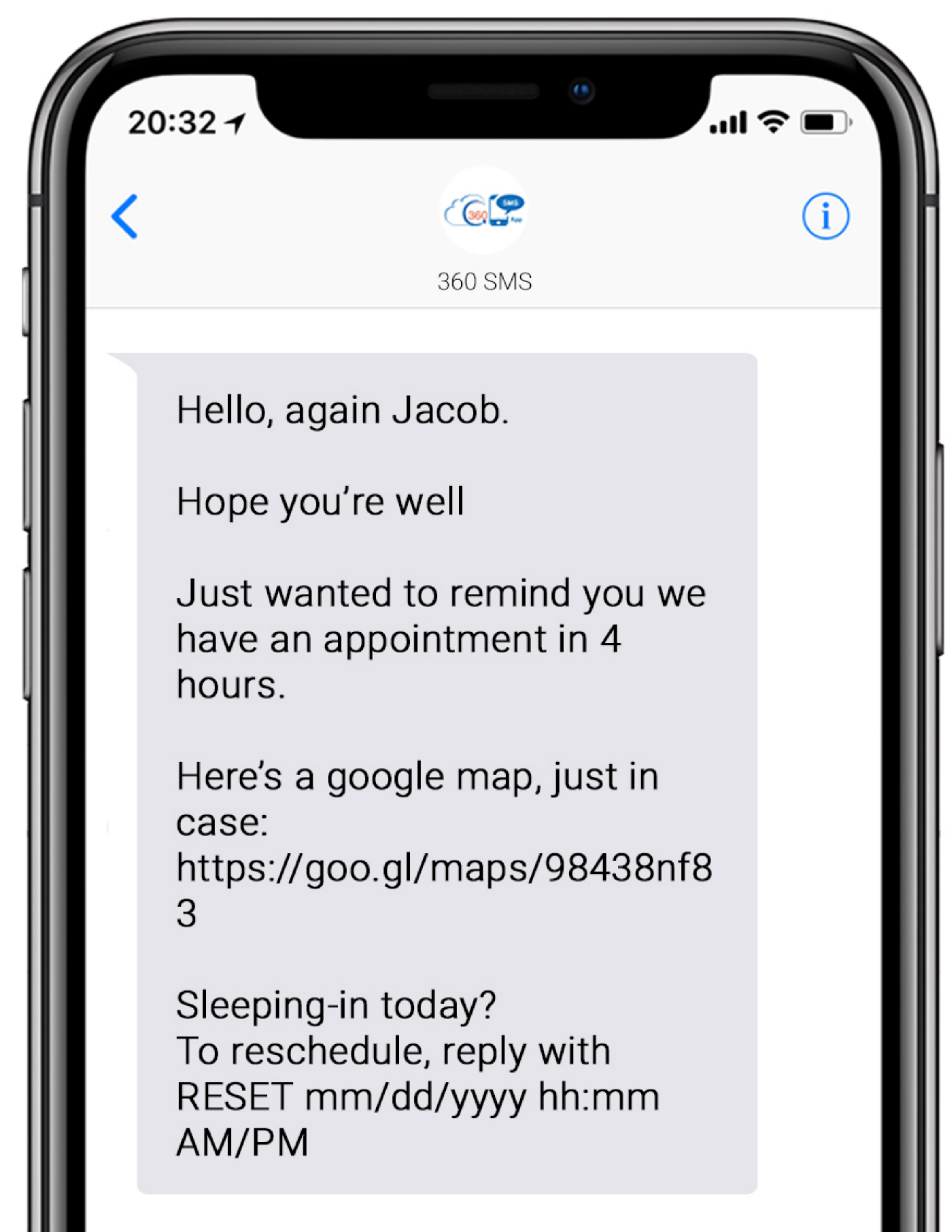
Studies show that nearly half of agent hours in real-estate are wasted on administrative tasks like scheduling, confirmations, follow-ups, record-keeping, and platform navigation.

With automated actions to trigger appointment scheduling in 360 SMS and text confirmations, you could give back time to higher-value, revenue-generating tasks like prospecting to build out more relationships.



Letting your buyers reschedule easily from the same thread as the reminder is good for both of you. You can give the spot to someone else, reduce no-shows, and let your buyers see that you're flexible.

You could, in fact, use the current area code and preferred area code to calculate appropriate times to send reminders for buyers to still reach in time, in case they forget.



Push Alerts For Relevant Properties To Answer Questions Pre-emptively

You're more likely to succeed with buyers if you have hard facts down early. It lets you zero in on deliberations that matter.

You'd be best served by sending out bundled updates in intervals comprising changes in interest rates, new properties on the market, properties no longer available, final calls for expression of interest, appraisal, downgrades, and other price revisions.

Automating updates about relevant properties also saves your prospects time searching the internet, making you a reliable source of information to them and putting you ahead of other agents vying for their attention.